

16th Annual History Issues Convention



Dollar\$ for History

How history organizations can raise and manage money in tough times

When: Friday, March 20, 2009

Where: Trenton War Memorial

Sponsors: Advocates for NJ History and
NJ Historical Commission, Department of State

This conference will provide you with ideas and guidance on how to weather the current recession. Experts will give presentations on such topics as strategies in the face of adversity, fundraising, managing volunteers, non-traditional marketing, and getting grants -- plus nonprofit basics such as incorporation, charity registration, tax exemption, and insurance. We hope you will take this opportunity to network with your history colleagues.

Who should attend: staff, board members, and volunteers from nonprofit organizations; educators; archivists; librarians; historic preservationists; tourism industry employees; and anybody who wants to see history survive and flourish in our state - all are welcome.

For more information call 609-984-0902.

Preliminary Program
(visit *newjerseyhistory.org* for updates)

8:30 – 9:30 Registration, Exhibits, Continental Breakfast

9:30 Keynote

- Overview of the New Jersey Economy
-Dr. James Hughes, Rutgers University
- Strategies in the Face of Adversity
-Garvester Kelley, Nonprofit Finance Fund

11: 00 Advocating for History

- Michael Zuckerman, Advocates for NJ History
- Lisa Ginther , MBI Gluck Shaw

12:00 Lunch and awards

1:30 Concurrent breakout sessions I (60 minutes each)

- **Non-Profits 101.** Basic information for nonprofit groups on issues such as incorporation, charity registration, tax exemption, and insurance.
-Monica Vir, NJ Volunteer Lawyers for the Arts.
- **Marshalling Human Resources:** Attracting and managing volunteers and members; board development.
-To be announced
- **Non-traditional marketing and outreach to grow your audience.**
-Michael Willmann,WMSH Marketing Communication
-Leslie Bensley, Morris County Visitors Center

2:45 Concurrent breakout sessions II (60 minutes each)

- **History Grants for Organizations and Individuals**
- John McNamara, Gilda Lehrman Institute
-Marc Mappen, NJ Historical Commission
-Others to be announced
- **How to Build a Successful Friends Group for State-Owned Properties**
-Tom Laverty, DEP
-Nancy Zerbe, Edison Memorial Tower Corp
- **Fundraising Plans and Capital Campaigns:**
-To be announced

Registration Form

Please print out and mail with your check

Name_____

Affiliation (optional)_____

Address_____

City, State, Zip_____

Phone_____ Email_____

If you are registering for others, please attach their names and telephone numbers.

The registration fee for the conference is \$40 (includes all conference events, including continental breakfast, lunch, exhibits, and presentations). Please send check or purchase order **payable to the Advocates for New Jersey History** at the address below by Friday, March 13.

History Issues Convention
c/o NJ Historical Commission
PO Box 305
Trenton, NJ 08625-0305

Access: The convention site is accessible to the handicapped. **Teachers:** professional development credit is available. For more information call 609-984-0902 or email: njhc@sos.state.nj.us.

Be a cosponsor of the History Issues Convention. Cosponsors are listed in the program, get an exhibit table, and one conference registration. The charge is \$100. Call 609-984-0902 or via email njhc@sos.state.nj.us.

Directions:

The History Issues Convention will be held at the Trenton War Memorial, 1 West Lafayette Street, near the Old Barracks Museum and the State House. For driving directions, go to www.thewarmemorial.com. Parking will be available for this event in the State House Parking Garage.